



MedComms Networking Event:
Meet the Publishers
Oxford, 5 December 2018

Introducing BMJ

Henry Spilberg
Associate Publisher, BMJ Journals

Values-driven

Our values are an important part of our company culture. They define who we are and how we behave.

Evidence-based

Transparent, open
and trusted

Proud of
our people

Patient-centred and
customer-focused

Independent,
courageous and
unbiased



Juliet Dobson, Digital content editor
BMJ Opinion & Personal views

A healthier world: Advancing healthcare worldwide



World-renowned for publishing **one of the most cited** general medical journals



Over 5.5m users visit our websites every month



Publish content in **14** languages



Improving outcomes in **over 3,000 institutions**



Loyal users in over **150** countries

Products

BMJ Journals



BMJ Best Practice



BMJ Learning

BMJ OnExamination

Events



BMJ Masterclasses



BMJ

Publishing

The BMJ - one of the world's most cited general medical journals with an impact factor of **23.259**

BMJ Journals

Over 70 high quality, peer-reviewed journals covering a wide range of specialties

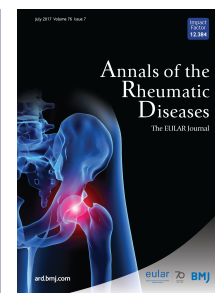
58% of our SCI-indexed journals are in the top quartile of their category



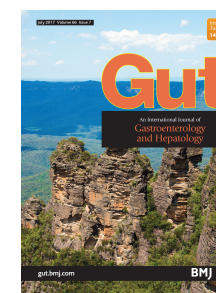
IMPACT
FACTOR
7.867
No.1



IMPACT
FACTOR
9.655
No.5



IMPACT
FACTOR
12.35
No.2



IMPACT
FACTOR
17.061
No.2



IMPACT
FACTOR
1.529
No.3

Our flagship journal



The BMJ serves a global audience of academic and clinical researchers, medical educators, leading clinicians and policymakers.

First published in 1840, *The BMJ's* mission is to help medical researchers to create and share the best evidence which clinicians need in their mission to deliver the best healthcare.

- Pioneer in digital publishing – one of the first medical journals to go online, in 1995
- All original research has been open access since 1998



Journals portfolio

- In the last year, **52 million unique users** accessed our journals online, generating **126 million page views** from researchers **around the world**
- Over **9,500 institutions have access to BMJ journals** with more than **30 million articles** being accessed each year



Impact of BMJ Journals

- **95%** of BMJ journal articles from 2017 were discussed online through social media, news stories and videos
- More than **67,000** news stories included BMJ articles last year
- **95% of top 100 Medical Schools** in the QS World University Rankings® have a BMJ subscription
- **All of the Times Higher Education** ranked universities published in BMJ journals last year

Publishing more
than **12,000**
high quality
articles a year

Receiving more
than **450,000**
citations a year

Articles read
more than
100,000,000
times a year

What's new?

New in 2018:

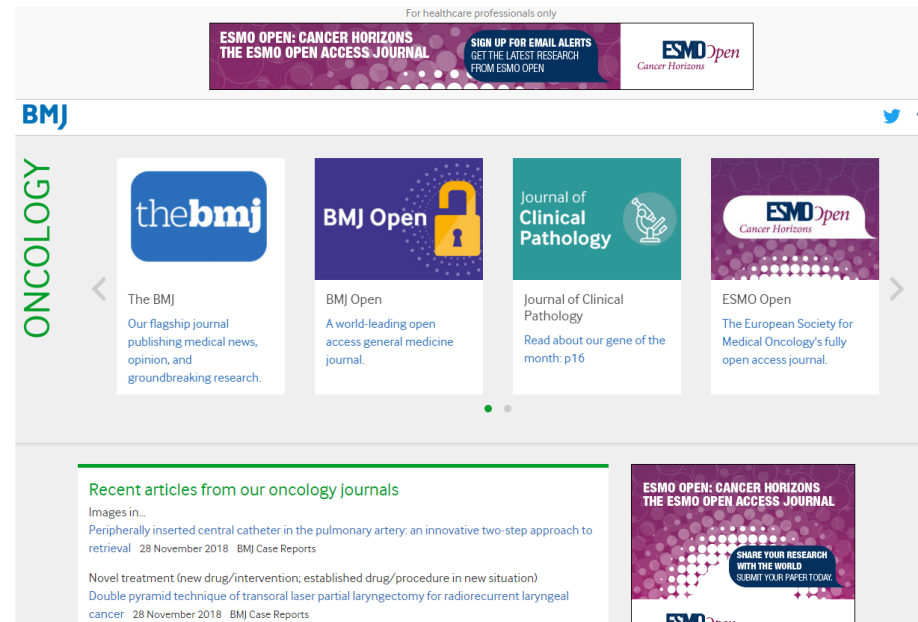
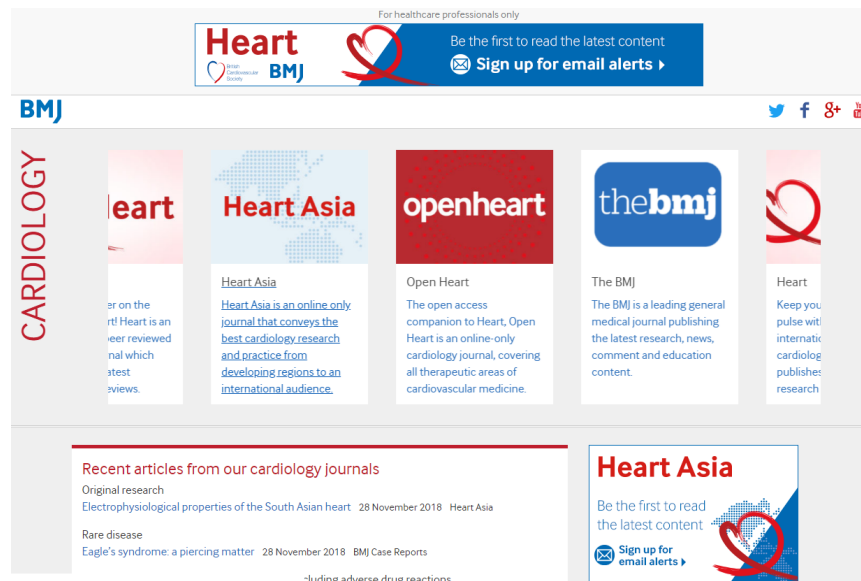
- BMJ Nutrition, Prevention and Health (OA)
- World Journal of Pediatric Surgery (OA)
- General Psychiatry (OA)

New in 2019:

- Regional Anesthesia & Pain Medicine (Hybrid)
- International Journal of Gynecologic Cancer (Hybrid)
- Family Medicine and Community Health (OA)
- BMJ Surgery, Interventions, & Health Technologies (OA)
- BMJ Neurology Open (OA)



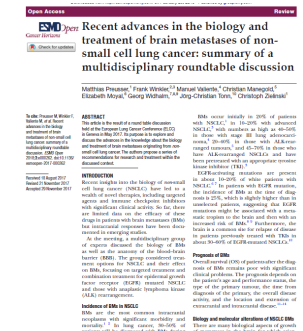
Topic pages



- Launched: Oncology, Cardiology
- To come: Gastroenterology, Neurology, Rheumatology

Journal roundtables

- Funded by sponsor, organised by BMJ
- Cutting-edge content
- Broaden or enhance journal scope
- Raise profile among community
- Increase engagement with readers, authors
- Increase downloads, citations, Altmetrics



Rights & licensing

- Local Editions

19 Different Editions

10 Different Territories

8 Different Languages

67,000
Doctors Reached

25 Years of Local Editions

- Also: Electronic Licensing, Permissions, Discovery, Copyright Protection

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its Consequences

Module 2: Wernicke's
Encephalopathy and
Korsakoff's Syndrome

ALCOHOL/ALCOHOL MISUSE



Endocuff Vision®

MEDICAL DEVICES



Roche Foundation Medicine

ONCOLOGY



DuoResp Spiromax®
(budesonide/formoterol)

RESPIRATORY MEDICINE



Other developments

- Patient and public involvement
- Partnerships: Kudos
- ORCID
- Open science





BMJ

Thank you

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